



October 21, 2003 CPC
December 16, 2003 CPC

STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

04PS0146

First Commonwealth Church
(First Commonwealth Church Regal Center)

Clover Hill Magisterial District
North Line of Hull Street Road

REQUEST: Approval of amendments to the sign package, in order to re-use the existing sign originally designed for a multi-theater complex.

RECOMMENDATION

While staff cannot support the applicant's request as submitted, staff can recommend approval of an amended sign package with two (2) conditions for the following reasons:

- A. The current Ordinance does not allow refacing the freestanding sign, as it exceeds current Ordinance size requirements by 100%. The current Ordinance allows a freestanding sign of fifty (50) square feet.
- B. The original sign package allowed for an exception to the minimum square footage in order for the now defunct movie theatre to advertise movies on a changeable copy board. The current anchor in the complex is a church, and does not require as much signage, therefore staff is recommending reducing the size of the sign.
- C. The original package is much more restrictive in regard to building-mounted signage. Application of current Ordinance standards will ensure that the church will be able to use the building-mounted signs they have requested, and will allow for additional building signage for the other tenants within the center.

CONDITIONS

1. The previous sign package shall no longer apply and current Zoning Ordinance standards shall apply in regard to signage.
2. Building-mounted signs shall be individually mounted channel letters, with the exception of the church building, which may employ the signage as shown in the attachment.

(Note: Condition one (1) will require the freestanding sign in the attachment to be reduced in size to approximately 129.25 square feet, in order to comply with the Sign Ordinance refacing requirements. For future refacing of the sign, staff recommends the sign be constructed to ninety-nine (99) square feet in order to be less than a 100% increase above the Ordinance requirement of fifty (50) square feet for the freestanding sign.)

GENERAL INFORMATION

Associated Public Hearing Cases:

87S045 - Genito Forest Associates
Genito Forest Sign Package - January, 17, 1989 - CPC

Applicant:

First Commonwealth Church

Location:

North line of Hull Street Road and west line of Woodsong Drive. Tax IDs 744-684-7278 and 744-685-0909 (Sheet 10).

Existing Zoning and Land Use:

O-2 and C-3 (all with Conditional Use Planned Development); Shopping center and vacant

Adjacent Zoning and Land Use:

North - R-12; Single family residential
South - C-3; Shopping center
East - I-1; Light Industrial
West - C-3; Shopping center and vacant

Size:

14.13 acres

BACKGROUND

Zoning and Sign Package History:

On July 22, 1987, the Board of Supervisors approved Case 87S045 to rezone the subject property to C-3 and O-2 with Conditional Use Planned Development. At that time, the Board imposed the following condition:

2. Signs. Prior to the erection of any signs, a complete sign package, to include typical colors, sizes, lighting, etc., shall be submitted to the Planning Commission for approval. Signs shall comply with the requirements of the respective zoning classification, unless modified by the Planning Commission through schematic plan approval. The sign package may include an identification sign for Genito Forest Subdivision which shall be paid for, and maintained by, the developer and shall be in addition to the signs permitted by the requirements of the respective zoning classification and/or the Planning Commission.

On March 8, 1989, the Planning Commission approved a sign package for Genito Forest Shopping Center. At that time, the Commission imposed the following conditions:

1. Only one (1) freestanding sign shall be permitted. It shall be a monument-type and the signfield shall be opaque. The sign face shall not exceed 196 square feet and the height shall not exceed fifteen (15) feet.
2. Building-mounted signs shall comply with Corridor Overlay District standards, except that a logo of no more than forty (40) square feet shall be permitted on the theater building complex.
3. Letter colors shall be submitted in conformance with the Martin Senour colors, but limited to a consistent color scheme of not more than five (5) colors.

It should be noted that the Corridor Overlay District sign regulations only permitted a freestanding sign of 100 square feet and twenty (20) feet in height to identify a shopping center. Building-mounted signage is further restricted to no more than one (1) square foot per two (2) feet of building frontage, with a minimum of twenty (20) square feet and a maximum of 150 square feet. Staff's recommendation was to not allow any exceptions to Corridor Overlay standards.

The applicant was requesting a freestanding sign of seventeen (17) feet in height and 200 square feet in area, of which 105 square feet was to be used for advertising movies at the newly constructed cinema. They also requested 336.5 square feet of signage for the movie theatre building, which should only have been permitted ninety-six (96) square feet under the Ordinance in effect at that time.

Current Proposal:

Project Identification Signage:

First Commonwealth Church has since occupied the cinema building, and requests approval to reface the freestanding sign by removing the old cinema panels which are unused and replace those faces with panels to identify individual tenants within the shopping center. A small area of changeable copy is also proposed. The total square footage of the sign would be unchanged.

The current Zoning Ordinance would require that if this sign is to be refaced, that it must be brought within fifty (50) percent of the amount of which is non-conforming in regard to area and height. This would require the sign to be reduced in sign area to 129.25 square feet and no reduction in height. Since the original sign was approved as an exception to allow more area for movie advertising, the need for such a large amount of signage no longer exists.

Building-Mounted Signage:

The applicant intends to amend the existing sign package to permit changes in the building-mounted signage for the church (former cinema) building. The applicant proposes 158.83 square feet of signage. The current Zoning Ordinance allows 174 square feet of signage on the building.

The applicant has not requested any changes to the regulations for the remaining shopping center signage, however, it is suggested that the prior sign package condition pertaining to Corridor Overlay standards be removed in order to allow the church's request to follow the current Ordinance. The zoning condition suggests that the signage be similar, therefore staff recommends allowing the large church building be permitted to use box signs and requiring the remaining tenants to use channel letters. Under this situation, color limitations would no longer be enforced.

CONCLUSIONS

This shopping center was formerly anchoring a movie theater, justifying a large amount of signage to be approved in 1989. The current anchor is a church, which does not require nearly as much signage. The current Zoning Ordinance standards do not permit

refacing the existing signage, therefore staff recommends denial of the applicant's request and approval of the alternative conditions suggested herein.

CASE HISTORY

Planning Commission Meeting (10/21/03):

On their own motion, the Commission deferred this case to the December 16, 2003, public hearing.

2. Handicapped parking spaces shall be designed with access from both sides of a vehicle directly to a sidewalk. (P)
3. Direct access to Mount Pisgah Drive shall not be permitted. (T)
4. The storm sewer serving this site shall be extended to the east to tie into existing storm sewer in Village Marketplace Shopping Center. (EE)
5. Raised landscaped islands shall be provided at the end of all rows of parking. (P)

AYES: Messrs. Miller, Belcher, Kelly, Warren, and Perkins.

MERCHANTS TIRE

Tax Map 49-10

JORDAN CONSULTING ENGINEERS

Clover Hill Magisterial District

Mr. Turner stated that the applicant proffered that no mechanical equipment would be installed on the roof of the structure. He stated that staff suggested that the roof style either be of an "A" design or false gable which would improve the appearance of the building.

Mr. Ed Willey, the applicant's representative, came forward to represent this request and withdrew the request for an amendment to schematic conditions relative to building-mounted signs. He stated, with regard to the roof treatment, that a parapet having the same height all the way around the building would be installed.

In response to a question by Mr. Belcher, Mr. Willey agreed to proffer that there would be no mechanical equipment on the roof of the building.

There was no opposition present.

On motion of Mr. Warren, seconded by Mr. Kelly, the Commission resolved that approval for amendment to schematic conditions relative to building elevations for Merchants Tire shall be and it thereby was granted, subject to the following proffered condition:

PROFFERED CONDITION

No mechanical equipment shall be installed on the roof of the building.

AYES: Messrs. Miller, Belcher, Kelly, Warren, and Perkins.

GENITO FOREST SHOPPING CENTER

Tax Map 49-9 and Tax Map 49-10

BROOKS GRAY SIGN COMPANY

Clover Hill Magisterial District

Mr. Turner presented the background information. He stated that staff had received a letter from the applicant which indicated that the freestanding sign would not exceed fifteen (15) feet in height, but the proposed overall sign area would be 196 square feet. He explained that the applicant further indicated a reduction in the building-mounted sign to 190 square feet. He stated that this reduction would be in accordance with the Corridor Overlay

District standards, with the exception of the logo which consisted of an overall area of forty (40) square feet. With regard to Condition 3, Mr. Turner stated that the applicant intended to use Martin Senour colors, however, staff found that the paint colors proposed were regular house paint colors, rather than sign colors and, therefore, inappropriate for use.

Mr. Ed Willey, the applicant's representative, came forward to represent this request. He stated that the applicant requested an exception to the Overlay District sign requirement based on the distance of the proposed sign from Hull Street. He requested approval of the logo for the freestanding sign, as well as the building-mounted sign. Mr. Willey stated that the sign colors would be in accordance with those colors which were used in the Village Marketplace and would be based on colors from the Martin Senour color chart. He submitted copies of the color chart to the Commission for their review. He also explained that under the existing Ordinance, the shopping center and movie theater were entitled to two (2) signs.

The Commission reviewed the color chart.

Mr. Jacobson stated that a limitation was placed on the sign colors which were used for the Village Marketplace.

In response to a question by Mr. Warren, Mr. Willey agreed to comply with the sign color requirement as designated for Village Marketplace.

In response to a question by Mr. Miller, Mr. Willey agreed to comply with the Corridor Overlay District standards. However, he requested an additional forty (40) square feet of theater space per the previously approved conditions of zoning.

The Commission further discussed the applicant's request for signage.

Mr. Miller stated that variations from the Corridor Overlay District standards would create additional problems.

There was discussion relative to the Zoning Ordinance provision which regulates signage.

There was no opposition present.

On motion of Mr. Warren, seconded by Mr. Kelly, the Commission resolved that schematic approval for Genito Forest Shopping Center shall be and it thereby was granted, subject to the following conditions:

CONDITIONS

1. Only one (1) freestanding sign shall be permitted. It shall be a monument-type and the signfield shall be opaque. The sign face shall not exceed 196 square feet and the height shall not exceed fifteen (15) feet.
2. Building-mounted signs shall comply with Corridor Overlay District standards, except that a logo of no more than forty (40) square feet shall be permitted on the theater building complex.

3. Letter colors shall be submitted in conformance with the Martin Senour colors, but limited to a consistent color scheme of not more than five (5) colors.

AYES: Messrs. Belcher, Kelly, Warren, and Perkins.

NAY: Mr. Miller.

Mr. Jacobson explained that the Commission would review a stub road policy for adoption. He stated that the Transportation Department submitted recommendations indicating that roads which are anticipated to facilitate greater than 1,500 vehicles per day would generally be designed as a collector road with no lot frontage. Furthermore, each case would be reviewed on a case-by-case basis.

Ms. Bambi Barnette, Richmond Homebuilders Association, came forward and noted support for the proposed stub road policy. She questioned the handling of individual cases through the administrative review process.

Mr. Banks explained the procedure for reviewing tentatives through the administrative process. He stated that this proposed policy would provide staff with a guideline to use in evaluating stub roads as part of our administrative review.

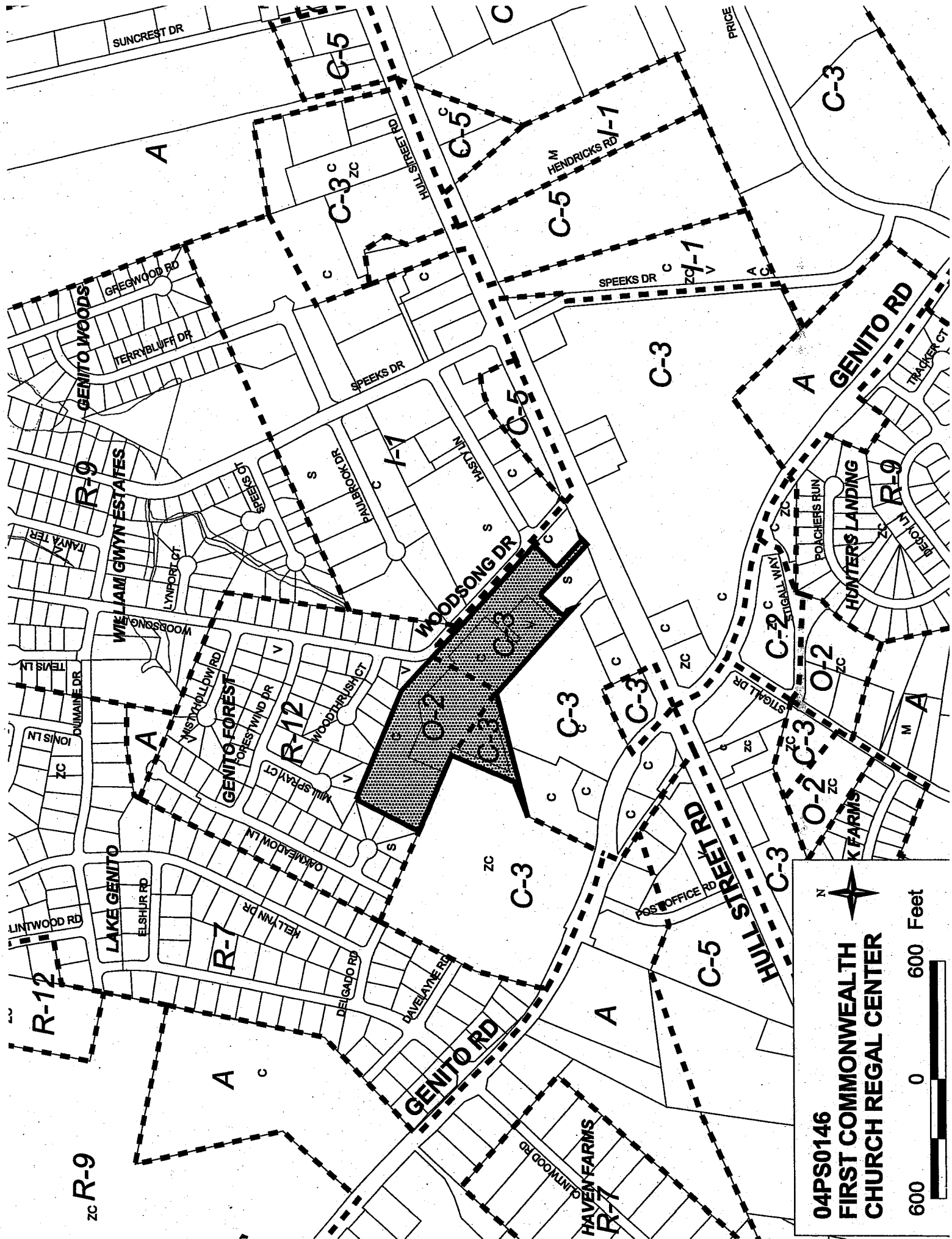
Ms. Caroline Powers, President of Salisbury Homeowners Association, came forward and noted opposition to stub roads. She stated that area roads should address traffic and direct that traffic away from the residential area of Salisbury which would protect those roads and prevent them from becoming major collector roads, as well as feeder roads for Route 288. She requested stub road requirements exclude the connection of prior stub roads and any requirements for future mandatory designation of stub road easements not be allowed. She stated that Salisbury presently has fifteen (15) stub roads which could be developed for connection. She felt that stub road traffic impacts Winterfield Road.

Mr. Frank Cowan, area resident, came forward. He stated that stub roads should be considered on a case by case basis.

Ms. Faye Palmer, Salisbury resident, came forward. She noted support for the proposed stub road policy to consider each situation on an individual basis.

Mr. Kelly indicated that his preference would be that each individual case be analyzed on a case by case basis.

On motion of Mr. Warren, seconded by Mr. Perkins, the Commission resolved to recommend approval of the stub road policy and that the following policy shall be used as a guideline in the review of tentative layouts. Streets projected to carry approximately 1,500 VPD or greater shall generally be designed and constructed as "no lot" frontage streets. Direct lot frontage may be permitted by the Director of Planning on streets projected to carry between 1,500 and 2,000 VPD under one or more of the following conditions:



04PS0146

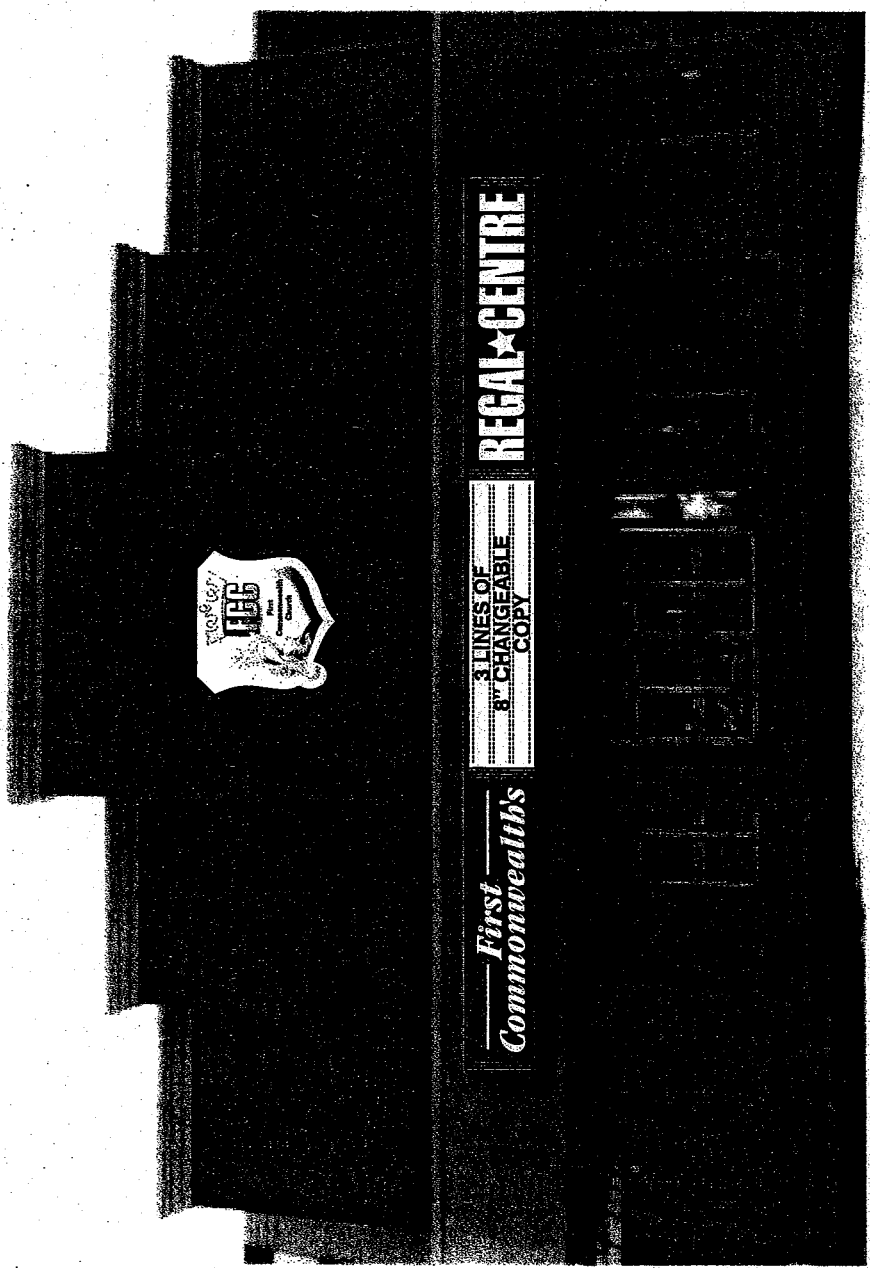
FIRST COMMONWEALTH
CHURCH REGAL CENTER

600 0 600 Feet

12'-6" 12'-6" 12'-6"

74" x 78"

38"



First Commonwealth
3 LINES OF
8" CHANGEABLE
COPY
REGAL CENTRE

04PS0146-1

Holiday Signs

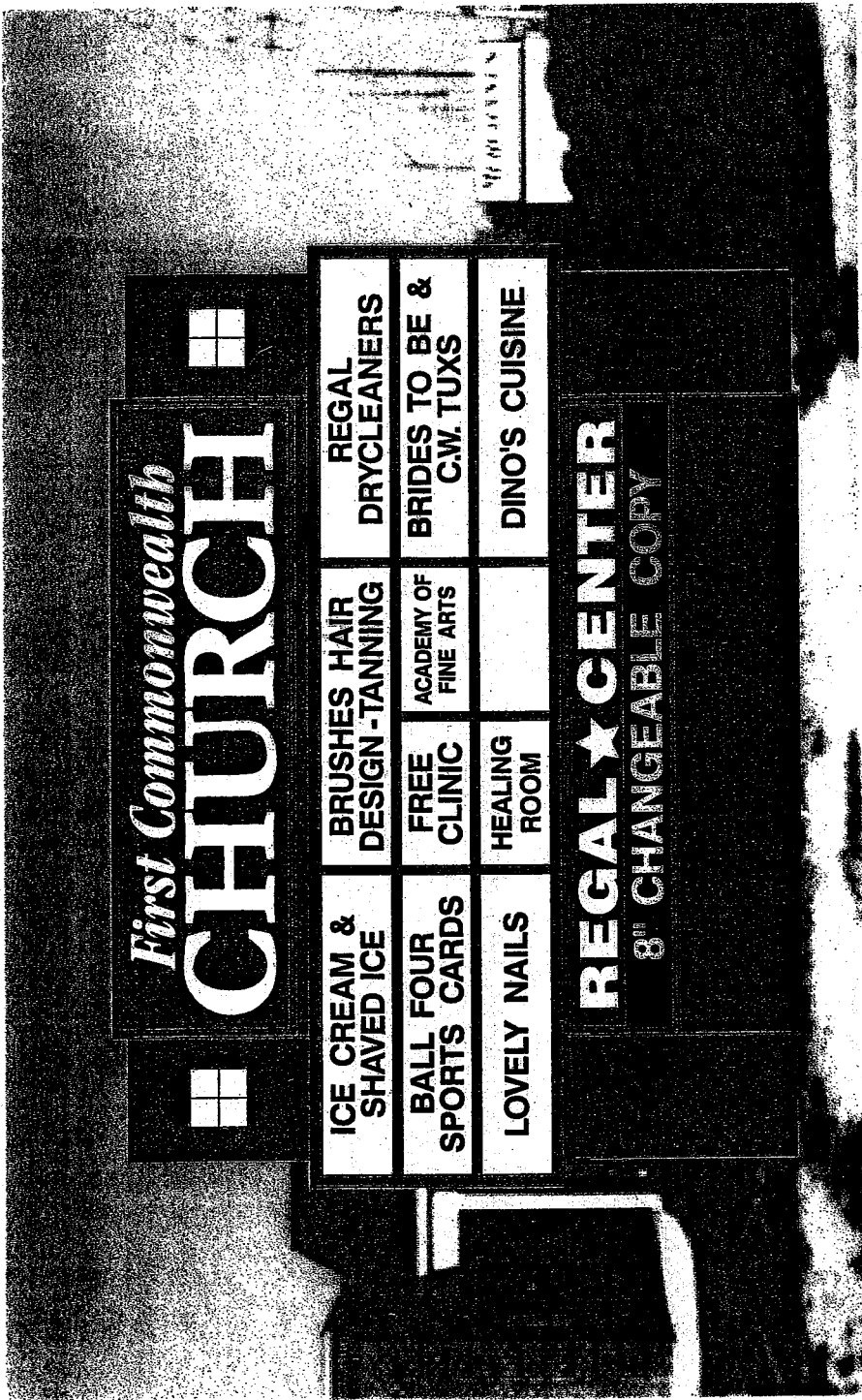
11930 Old Stage Rd.
Chester, Virginia 23836
Fax (804) 796-9454
(804) 796-9443

Client: FIRST COMMONWEALTH CHURCH
Date: 1/20/03 Scale: 1/8"=1'-0" Filename: FCC 2
Salesman: ALLEN Drawn By: C.M. Pages:
Revisions: Client Approval:

All concepts, designs, and plans represented by this document are the property of Holiday Signs and may not be reproduced, copied, or exhibited in any fashion without written consent from an authorized officer of the company.
©Copyright 2003 Holiday Signs

20'-6"

4'
3"
66"
30"



14'

PROPOSED

Holiday Signs
11930 Old Stage Rd.
Chester, Virginia 23836
Fax (804) 796-9454
(804) 796-9443

Client: FIRST COMMONWEALTH CHURCH

Date: 9/11/02 Scale: 1/4"=1'-0" Filename: FCC

Salesman: ALLEN Drawn By: C.M. Pages:

Revisions: Client Approval:

04PS0146-2

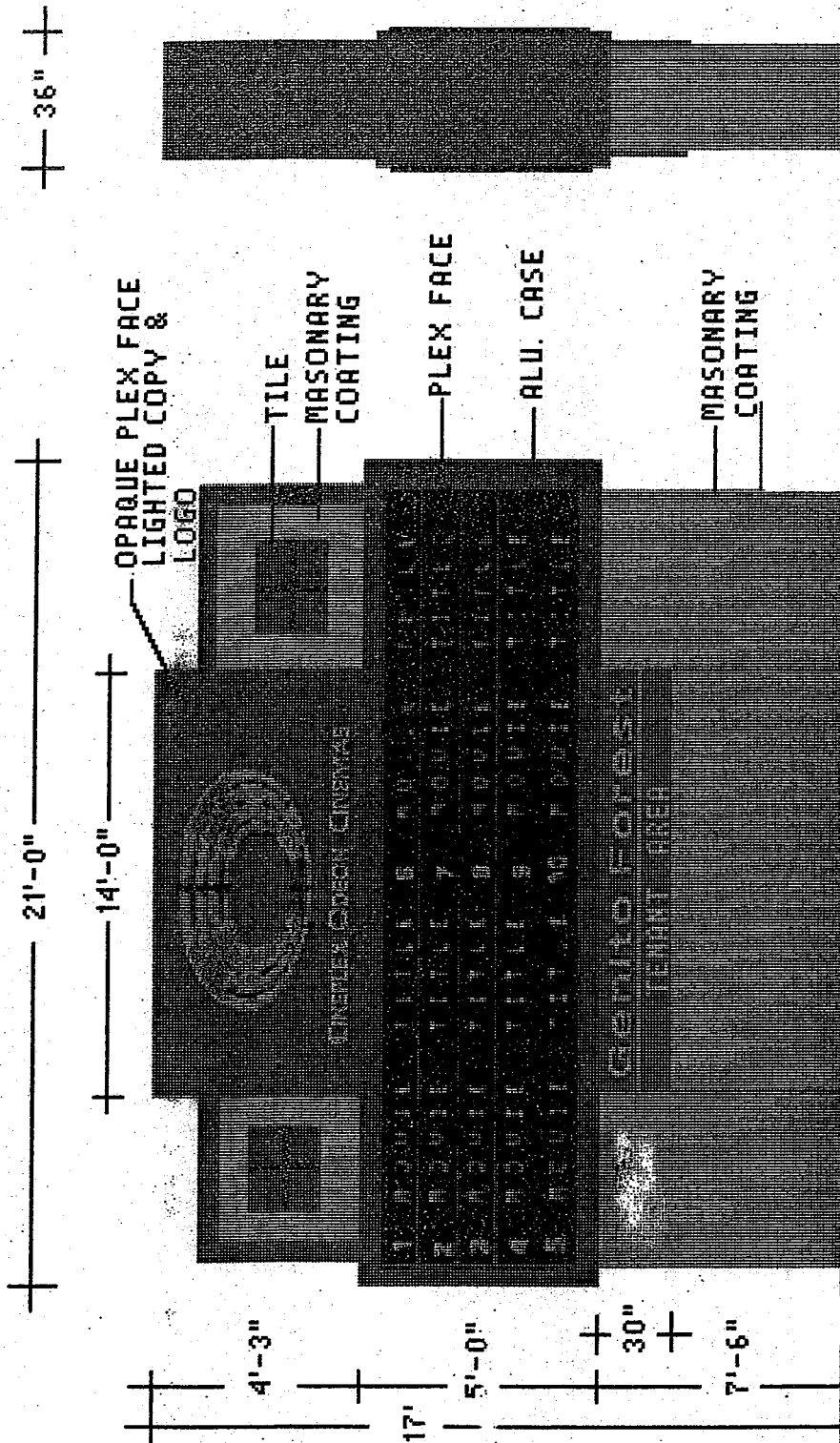


ILLUSTRATION NTS

SIDE VIEW

NOTES

PLEX FACES TO BE INTERNALLY ILLUMINATED. COPY TO BE LIGHTED. BACKGROUND OPAQUE CASES TO BE PAINTED ROYAL BLUE. MASONRY TO MATCH BUILDING.

"TILE" AREA TO MATCH BUILDING DESIGN.

INSTALLATION TO BE ON TWO STEEL POLES SET IN CONCRETE

FACE AREA 200 SQUARE FEET

REV: 10-17-88

PROJECT #86-398C/CR

ERDING GRAY SIGN COMPANY 286 THULE ST. RICHMOND, VA 23224

EXISTING APPROVED

December 20, 1988 GPG
January 17, 1989 CPC

REQUEST ANALYSIS
AND
RECOMMENDATION

Genito Forest Shopping Center
Clover Hill Magisterial District
North line of Hull Street Road

REQUEST: Schematic sign package approval.

RECOMMENDATION

Recommend denial for the following reasons:

- A. Conditions imposed at the time of zoning specifically state that signs shall comply with the requirements of the respective zoning classification unless modified by the Planning Commission through schematic plan approval. The number of freestanding signs permitted on-site are increased by an additional freestanding sign to identify Genito Forest Subdivision which was permitted by conditions of zoning. In addition, the Planning Commission recently approved a freestanding sign for the Peoples Bank of Virginia, on adjacent property to the west, and a freestanding sign for Merchant's Tire and Auto Center on adjacent property to the east.
- B. Signs are regulated by the B-2 standards for shopping centers which permit one (1) freestanding sign to identify the entire project.
- C. Approval of this sign package as submitted would allow four (4) freestanding signs on property along Route 360 having less than 400 feet of road frontage.

However, should the Commission see fit to grant a freestanding sign to identify the shopping center and theater, staff recommends that the sign be reduced in size and height to identify the shopping center and the tenants.

CONDITIONS

1. Only one (1) freestanding sign shall be permitted. It shall be a monument-type and the signfield shall be opaque. The sign face shall not exceed 100 square feet and the height shall not exceed fifteen (15) feet.
2. Building-mounted signs shall comply with Corridor Overlay District standards.
3. Either one (1) letter style or one (1) color shall be used to form a more cohesive sign program.

which is fifty-six (56) square feet in area, and Genito Forest Shopping Center and tenants, which measures approximately thirty-five (35) feet in area. The sign will be painted royal blue masonry to match the building and tile area will match building design.

Building-mounted signs

Individual letters, twenty-four (24) inches in height, on one (1) line of copy is proposed. The style and color will be chosen by the individual tenants.

The theater proposed one (1) building identification sign consisting of one (1) corporate logo being three (3) feet, six (6) inches by seven (7) feet, six (6) inches. One (1) set of letters being twelve (12) inches tall. The total square footage of this display will be thirty-nine (39) square feet. The signs will be individual letter type, internally illuminated, mounted flush to the building surface. A theater directory is proposed which consists of one (1) changeable letter sign allowing the display of nine (9) different movie titles. The display will have a black opaque background with the copy translucent. The total area of this display to be 297.5 square feet. The physical measurement shall be five (5) feet tall by fifty-nine (59) feet, six (6) inches.

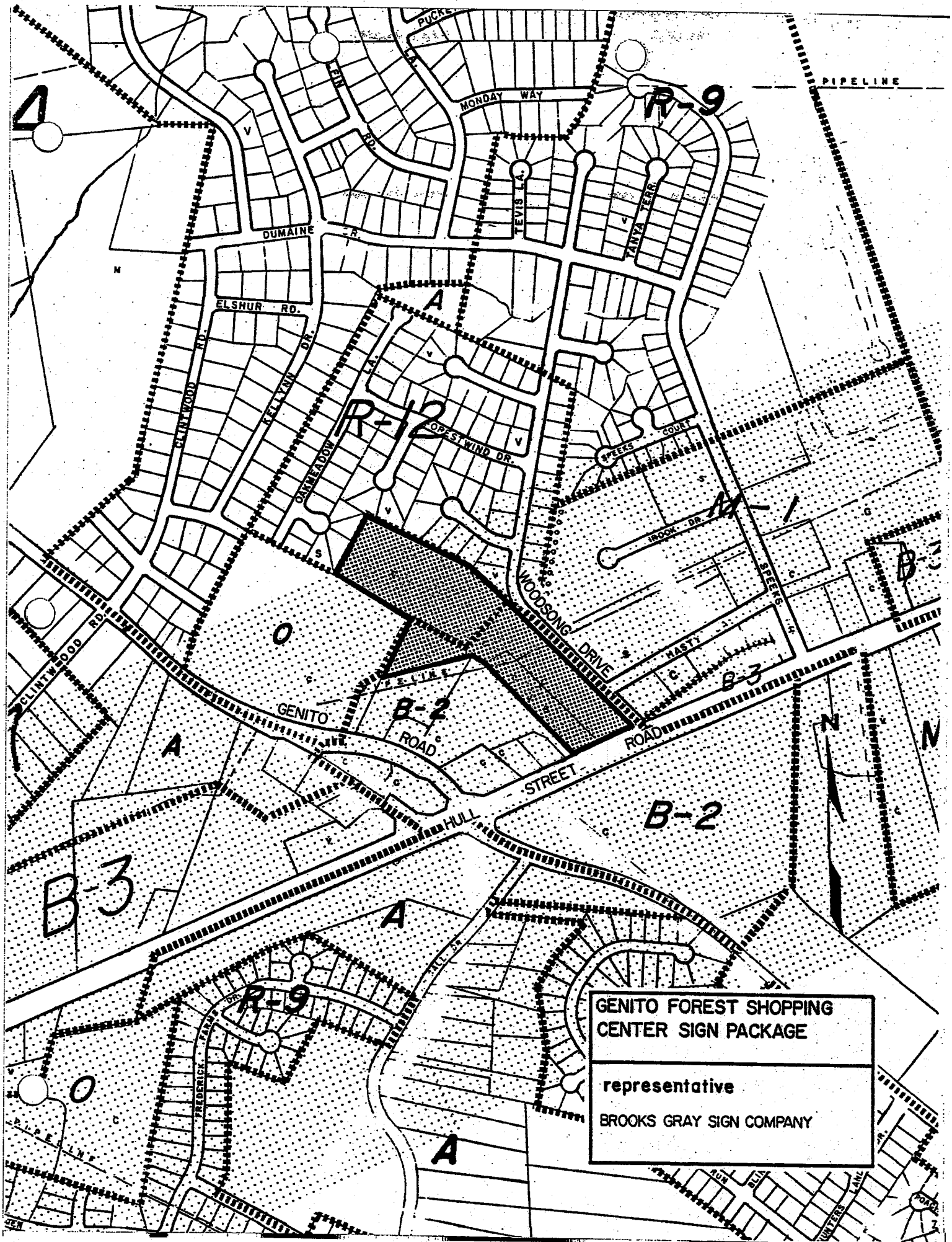
Genito Forest Estates Sign

This sign complies with the Zoning Ordinance.

The Ordinance and conditions of zoning allow one (1) freestanding sign to identify all uses on the request property, plus one (1) additional freestanding sign to identify the theater, in addition to one (1) freestanding sign to identify Genito Forest Subdivision. Further, the Ordinance permits theaters in a shopping center to have a freestanding sign and a sign attached to the principal building, provided the aggregate sign area of both signs does not exceed 100 square feet in area. This sign package depicts approximately 196 square feet of sign area on the freestanding sign and 336.5 square feet of building-mounted signage, a total of 532.5 square feet which advertises the movie theater. Further, the building is set back approximately 600 feet from Hull Street Road.

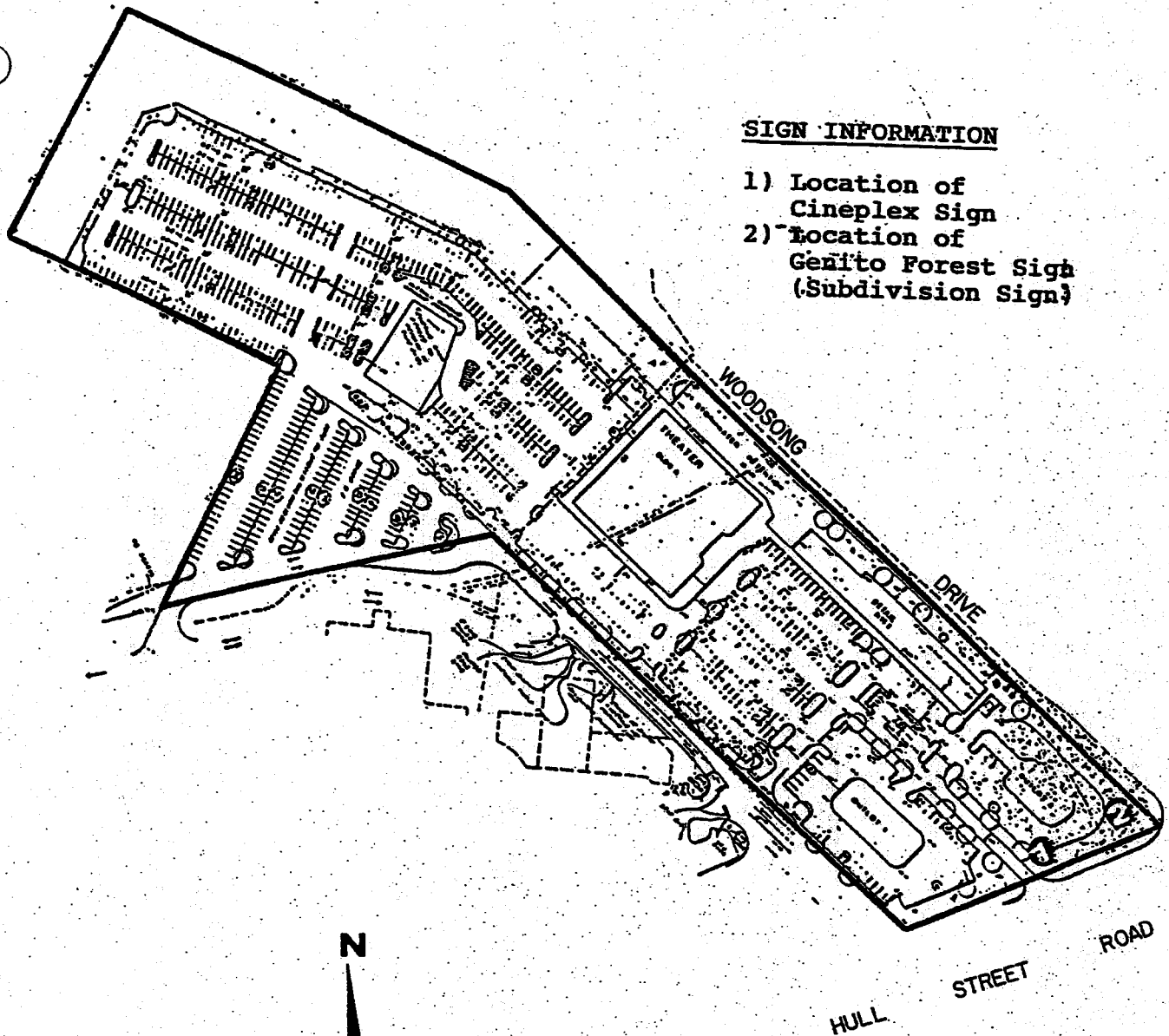
Staff feels approval of this request increases sign proliferation along this portion of the Route 360 Corridor.

If the Planning Commission wishes to approve a freestanding sign, it would be appropriate to reduce the square footage of the permitted building-mounted signage. Such reduction in building-mounted signage should be compatible to the square footage approved for Peoples Bank of Virginia and Merchant's Tire and Auto Center. The conditions of zoning permit the Commission to modify these regulations through schematic plan approval. In addition, Genito Crossing Shopping Center to the west, was permitted freestanding signs on each out-parcel, provided they did not exceed fifty (50) square feet in sign area and ten (10) feet in height. Recently interest has been shown in amending the sign package to allow a



SIGN INFORMATION

- 1) Location of
Cineplex Sign
- 2) Location of
Genito Forest Sign
(Subdivision Sign)



GENITO FOREST SHOPPING
CENTER SIGN PACKAGE

representative

BROOKS GRAY SIGN COMPANY

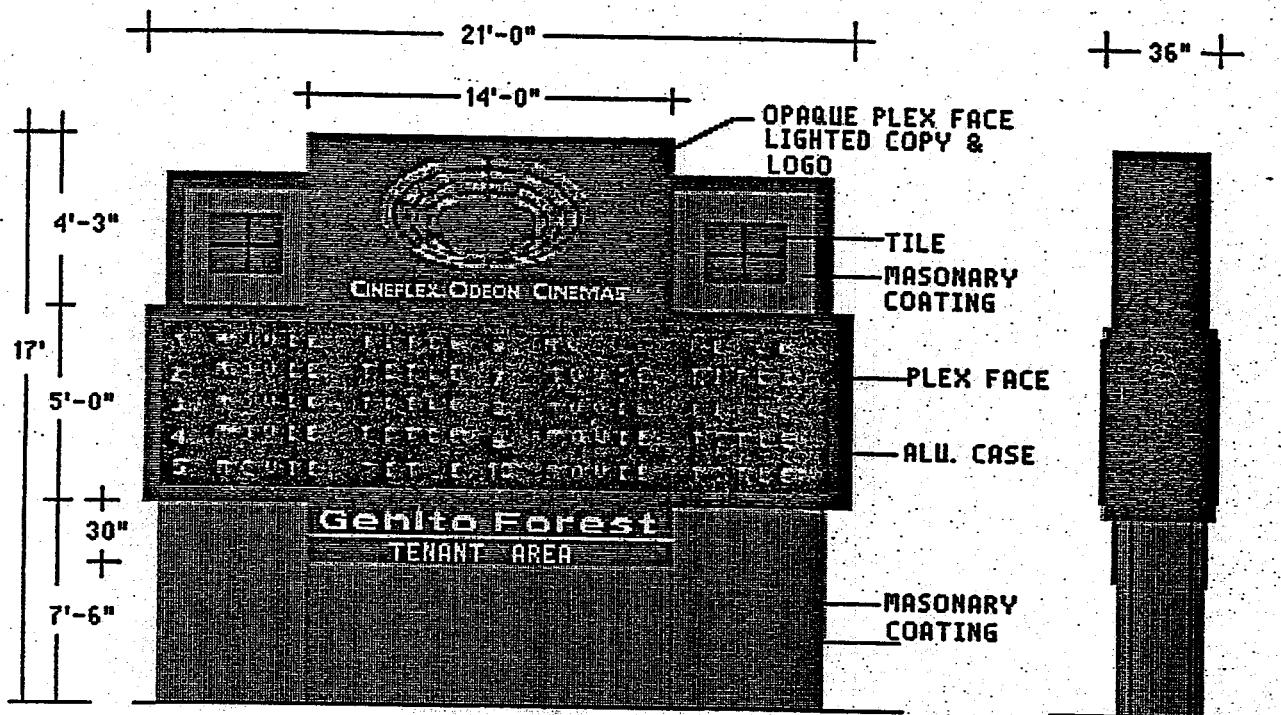


ILLUSTRATION NTS

SIDE VIEW

NOTES

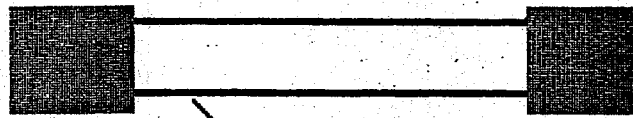
PLEX FACES TO BE INTERNALLY ILLUMINATED. COPY TO BE LIGHED. BACKGROUND OPAQUE CASES TO BE PAINTED ROYAL BLUE. MASONARY TO MATCH BUILDING.
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**GENITO FOREST SHOPPING
 CENTER SIGN PACKAGE**

representative

BROOKS GRAY SIGN COMPANY

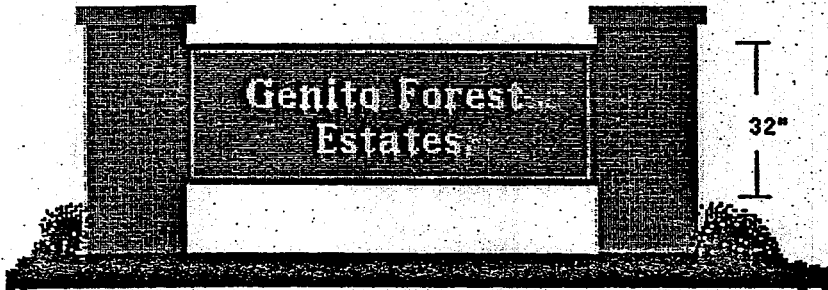
TOP VIEW



24"

24" 7'-4" 24"

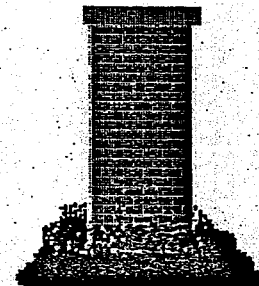
24"



ELEVATION
NTS

32"

6'

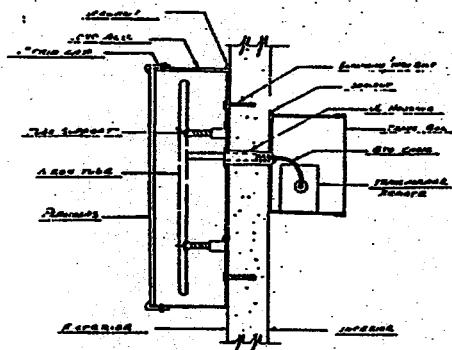


SIDE VIEW

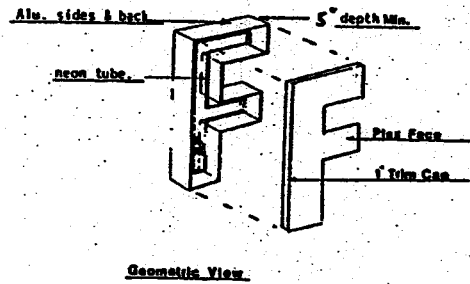
GENITO FOREST SHOPPING
CENTER SIGN PACKAGE

representative

BROOKS GRAY SIGN COMPANY



FROM CHARGE LETTER CONTAINING DETAIL
NFS



BROOKS GRAY SIGN COMPANY

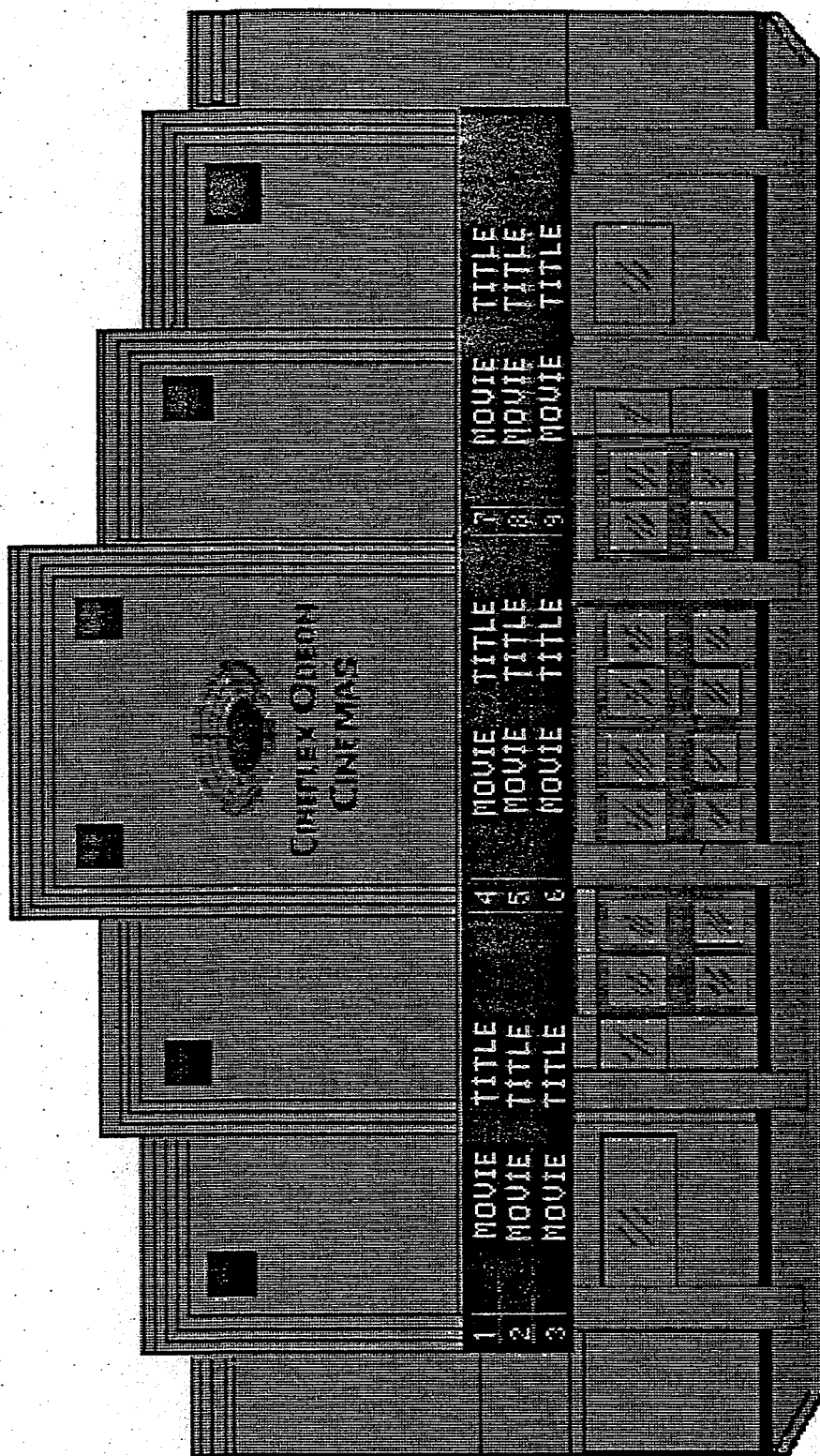


ILLUSTRATION NTS

<p>GENTO FOREST SHOPPING CENTER SIGN PACKAGE</p>	<p>representative BROOKS GRAY SIGN COMPANY</p>
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WARFIELD OFFICE PARK
Tax Map 98-13

CHARLES C. TOWNES & ASSOC., P.C.
Bermuda Magisterial District

Mr. Jeff Collins, the applicant's representative, came forward and requested a thirty (30) day deferral to allow the applicant time to address staff's concerns relative to the driveway alignment and building style.

Mr. Perkins suggested the Commission accept the applicant's request for a thirty (30) day deferral, and further recommended that the Commission consider deferral of this request for a total of ninety (90) days, sixty (60) days of which would be at the discretion of the Commission.

There was no opposition present.

On motion of Mr. Perkins, seconded by Mr. Warren, the Commission resolved to defer Warfield Office Park to the April 18, 1989, Planning Commission meeting.

AYES: Messrs. Miller, Belcher, Kelly, Warren, and Perkins.

WHITTEN BROTHERS
Tax Map 16-11

J.K. TIMMONS & ASSOCIATES, P.C.
Midlothian Magisterial District

No one came forward to represent this request.

Mr. Kelly stated the applicant had indicated that he accepted the recommendation. He stated that the applicant understood this case would be considered at the Commission's 7:00 p.m. Session.

Mr. Roger De La Berde, adjacent property owner, came forward and requested a 200 foot setback for access into the adjacent property from Midlothian Turnpike.

Mr. Mark Riblett, Transportation Department, stated that staff was in general agreement with the location of the access; however, staff would determine the exact location of the access at the time specific design plans are submitted.

Mr. Kelly suggested that Whitten Brothers be continued until 7:00 p.m. since there was opposition to the request and it was the applicant's understanding that this case would be considered at the Planning Commission's evening session.

It was, therefore, the consensus of the Commission to consider Whitten Brothers at the 7:00 p.m. session of this public hearing.

CDK BUILDING (89PS0001)
Tax Map 48-1

DEAN E. HAWKINS, ASLA
Clover Hill Magisterial District

Mr. Dean Hawkins, the applicant's representative, came forward and indicated that he accepted the recommended conditions.

There was no opposition present.

3. Letter colors shall be submitted in conformance with the Martin Senour colors, but limited to a consistent color scheme of not more than five (5) colors.

AYES: Messrs. Belcher, Kelly, Warren, and Perkins.

NAY: Mr. Miller.

Mr. Jacobson explained that the Commission would review a stub road policy for adoption. He stated that the Transportation Department submitted recommendations indicating that roads which are anticipated to facilitate greater than 1,500 vehicles per day would generally be designed as a collector road with no lot frontage. Furthermore, each case would be reviewed on a case-by-case basis.

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Ms. Faye Palmer, Salisbury resident, came forward. She noted support for the proposed stub road policy to consider each situation on an individual basis.

Mr. Kelly indicated that his preference would be that each individual case be analyzed on a case by case basis.

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